



Discover *the* Facts

SECOND QUARTER
2002 VOLUME X

A Digest of Statistical Information on the Nevada Tourism Industry



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NEVADA
COMMISSION
ON TOURISM

Visitor Volume

The number of visitors to Nevada.

MONTH	2000	2001	PERCENT CHANGE
July	4,354,426	4,258,696	(2.2%)
August	4,354,880	4,450,423	2.2%
September	4,132,244	3,627,715	(12.2%)
October	4,291,006	4,032,956	(6.0%)
November	3,895,963	3,636,279	(6.7%)
December	3,704,246	3,489,272	(5.8%)

MONTH	2001	2002	PERCENT CHANGE
January	3,819,179	3,660,903	(4.1%)
February	3,798,514	3,807,504	0.2%
March	4,552,183	4,447,460	(2.3%)
April	4,253,179	4,113,303	(3.3%)
May	4,223,534	4,159,915	(1.5%)
June	4,276,016	4,054,815	(5.2%)
TOTAL	49,655,367	47,739,240	(3.9%)

Second Quarter 2002 Area Highlights

AREA	2001	2002	PERCENT CHANGE
Clark County:			
Las Vegas	9,236,529	8,990,099	(2.7%)
Laughlin	1,145,546	1,091,161	(4.7%)
Mesquite	420,971	406,203	(3.5%)
Washoe County	1,342,410	1,253,521	(6.6%)
All other counties	607,273	587,049	(3.3%)
TOTAL (State)	12,752,729	12,328,033	(3.3%)

Information contained throughout this publication is updated quarterly to reflect revisions to current and prior year's monthly data.

Convention Attendance

The number of delegates attending conventions in Nevada.

MONTH	2000	2001	PERCENT CHANGE
July	186,229	234,464	25.9%
August	393,019	441,040	12.2%
September	298,177	208,925	(29.9%)
October	354,852	356,149	0.4%
November	565,962	458,294	(19.0%)
December	144,720	185,565	28.2%

MONTH	2001	2002	PERCENT CHANGE
January	569,819	562,002	(1.4%)
February	641,065	732,440	14.3%
March	662,606	750,864	13.3%
April	474,718	523,215	10.2%
May	395,674	463,669	17.2%
June	558,089	483,542	(13.4%)
TOTAL	5,244,930	5,400,169	3.0%

Second Quarter 2002 Area Highlights

AREA	2001	2002	PERCENT CHANGE
Clark County:			
Las Vegas	1,281,222*	1,322,931*	3.3%
Laughlin	44,592	42,453	(4.8%)
Washoe County	50,585	45,459	(10.1%)
All other counties	52,082	59,583	14.4%
TOTAL (State)	1,428,481	1,470,426	2.9%

*The LVCVA updated its methodology with respect to convention counts as of January 2002. The 2001 convention counts were revised retroactively using the new methodology.

Occupancy Level

A percentage based on room nights occupied and total room nights available.

MONTH	2000	2001	NET CHANGE
July	88.0%	84.1%	(3.9)
August	88.3%	87.7%	(0.6)
September	85.2%	73.1%	(12.1)
October	86.1%	79.4%	(6.7)
November	79.8%	72.7%	(7.1)
December	72.8%	67.4%	(5.4)

MONTH	2001	2002	NET CHANGE
January	74.4%	71.6%	(2.8)
February	82.1%	82.0%	(0.1)
March	88.9%	86.6%	(2.3)
April	86.5%	83.2%	(3.3)
May	83.6%	81.5%	(2.1)
June	87.3%	82.5%	(4.8)
MONTHLY AVG	83.6%	79.3%	(4.3)

Second Quarter 2002 Area Highlights

AREA	2001	2002	NET CHANGE
Clark County:			
Las Vegas	90.2%	86.6%	(3.6)
Laughlin	88.5%	84.9%	(3.6)
Mesquite	83.5%	85.6%	2.1
Lake Tahoe*	81.5%	79.6%	(1.9)
Washoe County	74.3%	68.2%	(6.1)
All other counties	58.2%	58.9%	0.7
QUARTER AVG (State)	85.8%	82.4%	(3.4)

The occupancy levels of Las Vegas, Laughlin, Washoe County and Lake Tahoe are reported by destination marketing organizations. The rural level is based on a survey sample of all other hotel/motel properties throughout the state. All rates are weighted based on total room nights available and room nights occupied (excluding monthly rentals).

**References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.*

Room Nights Occupied

The number of room nights occupied.

MONTH	2000	2001	PERCENT CHANGE
July	4,636,022	4,530,163	(2.3%)
August	4,677,970	4,714,445	0.8%
September	4,393,510	3,806,493	(13.4%)
October	4,584,629	4,248,125	(7.3%)
November	4,117,404	3,768,096	(8.5%)
December	3,896,303	3,641,193	(6.5%)

MONTH	2001	2002	PERCENT CHANGE
January	3,977,300	3,860,946	(2.9%)
February	3,965,962	4,007,356	1.0%
March	4,763,419	4,681,463	(1.7%)
April	4,481,840	4,361,137	(2.7%)
May	4,473,635	4,412,114	(1.4%)
June	4,542,210	4,340,856	(4.4%)
TOTAL	52,510,204	50,372,387	(4.1%)

Second Quarter 2002 Area Highlights

AREA	2001	2002	PERCENT CHANGE
Clark County:			
Las Vegas	10,224,736	9,978,541	(2.4%)
Laughlin	872,952	835,203	(4.3%)
Mesquite	220,394	213,716	(3.0%)
Lake Tahoe*	174,092	171,906	(1.3%)
Washoe County	1,386,753	1,288,510	(7.1%)
All other counties	618,758	626,231	1.2%
TOTAL (State)	13,497,685	13,114,107	(2.8%)

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Room Inventory

The number of hotel/motel rooms in Nevada.

MONTH	2000	2001	PERCENT CHANGE
July	169,973	173,711	2.2%
August	170,932	173,414	1.5%
September	171,818	173,556	1.0%
October	171,756	172,553	0.5%
November	172,001	172,835	0.5%
December	172,720	174,235	0.9%

MONTH	2001	2002	PERCENT CHANGE
January	172,439	173,956	0.9%
February	172,605	174,434	1.1%
March	172,880	174,379	0.9%
April	172,651	174,697	1.2%
May	172,609	174,731	1.2%
June	173,451	175,386	1.1%
END OF PERIOD	173,451	175,386	1.1%

Second Quarter 2002 Area Highlights

AREA	2001	2002	PERCENT CHANGE
Clark County:			
Las Vegas	124,945	126,918	1.6%
Laughlin	10,821	10,821	0.0%
Mesquite	2,901	2,745	(5.4%)
Lake Tahoe*	2,374	2,374	0.0%
Washoe County	20,736	20,852	0.6%
All other counties	11,674	11,676	0.0%
END OF PERIOD (State)	173,451	175,386	1.1%

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of June 30, 2002.

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Room Tax Collections

Dollars shown represent 3/8 of 1 percent, the amount allocated to the state to promote tourism.

MONTH	2000	2001	PERCENT CHANGE
July	\$1,016,951	\$1,081,114	6.3%
August	958,443	1,010,325	5.4%
September	924,846	933,551	0.9%
October	987,999	1,030,928	4.3%
November	1,030,511	866,808	(15.9%)
December	1,125,163	923,989	(17.9%)

MONTH	2001	2002	PERCENT CHANGE
January	1,003,375	802,841	(20.0%)
February	785,436	696,849	(11.3%)
March	857,704	780,666	(9.0%)
April	1,059,075	922,877	(12.9%)
May	1,259,208	1,181,086	(6.2%)
June	1,132,728	1,037,548	(8.4%)
TOTAL	\$12,141,438	\$11,268,582	(7.2%)

Second Quarter 2002 Area Highlights

AREA	2001	2002	PERCENT CHANGE
Clark County	\$3,072,163	\$2,772,117	(9.8%)
Washoe County	250,462	231,862	(7.4%)
Douglas County*	65,167	70,801	8.6%
Elko County	27,935	30,404	8.8%
Carson City	7,719	7,982	3.4%
All other counties	27,566	28,345	2.8%
TOTAL (State)	\$3,451,012	\$3,141,511	(9.0%)

Note: The remaining 5/8 of 1 percent remains with the county in which it was collected.

*References to Douglas County in this report include the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Gross Gaming Revenue

Statewide gaming revenue (win) is rounded to the nearest thousand and includes credit play.

MONTH	2000	2001	PERCENT CHANGE
July	\$827,663,000	\$808,295,000	(2.3%)
August	814,542,000	824,583,000	1.2%
September	788,407,000	763,606,000	(3.1%)
October	811,235,000	769,734,000	(5.1%)
November	779,584,000	721,493,000	(7.5%)
December	791,835,000	731,803,000	(7.6%)

MONTH	2001	2002	PERCENT CHANGE
January	899,770,000	766,329,000	(14.8%)
February [†]	698,437,000	752,609,000	7.8%
March	856,600,000	807,127,000	(5.8%)
April	776,051,000	800,039,000	3.1%
May	844,117,000	838,954,000	(0.6%)
June	775,954,000	714,150,000	(8.0%)
TOTAL	\$9,664,195,000	\$9,298,722,000	(3.8%)

Second Quarter 2002 Area Highlights

AREA	2001	2002	PERCENT CHANGE
Clark County:	\$1,928,819,000	\$1,890,229,000	(2.0%)
Strip	1,196,159,000	1,149,379,000	(3.9%)
Downtown	172,105,000	165,568,000	(3.8%)
Laughlin	135,331,000	135,807,000	0.4%
Mesquite	26,077,000	27,028,000	3.6%
County balance	399,147,000	412,447,000	3.3%
Washoe County	283,350,000	266,804,000	(5.8%)
Lake Tahoe*	76,105,000	83,208,000	9.3%
Elko County	55,329,000	58,315,000	5.4%
Carson Valley Area	23,018,000	24,513,000	6.5%
All other counties	29,501,000	30,074,000	1.9%
TOTAL (State)	\$2,396,122,000	\$2,353,143,000	(1.8%)

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

[†]The Super Bowl took place in February 2002.

Airport Volume

The number of passengers arriving and departing from Nevada's airports.

MONTH	2000	2001	PERCENT CHANGE
July	3,734,774	3,802,252	1.8%
August	3,788,236	3,965,388	4.7%
September	3,494,502	2,461,020	(29.6%)
October	3,846,996	3,194,018	(17.0%)
November	3,587,804	2,915,482	(18.7%)
December	3,427,841	2,890,909	(15.7%)

MONTH	2001	2002	PERCENT CHANGE
January	3,242,277	2,903,793	(10.4%)
February	3,347,217	3,014,615	(9.9%)
March	4,042,363	3,684,870	(8.8%)
April	3,692,529	3,377,060	(8.5%)
May	3,649,469	3,451,119	(5.4%)
June	3,744,797	3,467,149	(7.4%)
TOTAL	43,598,805	39,127,675	(10.3%)

Second Quarter 2002 Area Highlights

AREA	2001	2002	PERCENT CHANGE
McCarran Int. (Las Vegas)	9,491,525	9,011,539	(5.1%)
Reno/Tahoe Int.	1,342,023	1,099,443	(18.1%)
North Las Vegas	97,794	53,322	(45.5%)
Laughlin/Bullhead Int.	51,201	42,771	(16.5%)
Elko Airport	40,568	47,036	15.9%
Henderson Exec. Airport	63,684	41,217	(35.3%)
TOTAL (State)	11,086,795	10,295,328	(7.1%)

Passenger counts may or may not include commercial, charter, and scenic tourairline traffic as well as local passengers.

Vehicle Traffic Counts

The number of vehicles entering Nevada by way of interstate, U.S. and state highways.

MONTH	2000	2001	PERCENT CHANGE
July	2,918,929	2,879,417	(1.4%)
August	2,882,937	2,566,947*	(11.0%)
September	2,608,044	2,268,015*	(13.0%)
October	1,904,686	2,267,581	19.1%
November	1,779,661	2,299,909	29.2%
December	2,099,770	2,276,373	8.4%

MONTH	2001	2002	PERCENT CHANGE
January	1,806,988	2,083,544	15.3%
February	1,936,715	2,138,887	10.4%
March	2,400,595	2,463,543	2.6%
April	2,362,899	2,453,080	3.8%
May	2,534,150	2,665,460	5.2%
June	2,725,029	2,766,487	1.5%
TOTAL	27,960,403	29,129,243	4.2%

Second Quarter 2002 Area Highlights

AREA	2001	2002	PERCENT CHANGE
I-15 at Primm/Jean	1,654,641	1,665,507	0.7%
I-15 at Mesquite	908,687	981,055	8.0%
I-80 at Verdi	1,327,616	1,370,593	3.2%
I-80 at Wells	255,339	262,910	3.0%
All other entry points	3,475,795	3,604,962	3.7%
TOTAL (State)	7,622,078	7,885,027	3.4%

Traffic counts include interstate, U.S. and state highways. Counts may or may not include local traffic.

**Due to construction on Interstate 80 at Verdi, traffic totals for August-September 2001 do not contain any data from this counting site.*

Tourism Employees

The estimated number of tourism employees using a practical percentage from tourism-related industries.

MONTH	2000	2001	PERCENT CHANGE
July	236,642	238,362	0.7%
August	238,446	238,054	(0.2%)
September	236,836	237,036	0.1%
October	235,725	227,332	(3.6%)
November	234,740	226,257	(3.6%)
December	234,142	226,230	(3.4%)

MONTH	2001	2002	PERCENT CHANGE
January	233,257	226,135	(3.1%)
February	233,679	226,915	(2.9%)
March	235,502	229,174	(2.7%)
April	235,896	230,247	(2.4%)
May	237,126	231,346	(2.4%)
June	237,386	232,419	(2.1%)
TOTAL	237,386	232,419	(2.1%)

Second Quarter 2002 Area Highlights

AREA	2001	2002	PERCENT CHANGE
Transportation	8,781	8,624	(1.8%)
Air	6,400	6,150	(3.9%)
Eating & Drinking	10,020	10,440	4.2%
Hotel, Gaming & Rec.	209,185	204,085	(2.4%)
Retail	3,000	3,120	4.0%
END OF PERIOD (State)	237,386	232,419	(2.1%)

Tourism-related industries include hotel/motels, gaming, amusement and recreational parks, eating/drinking establishments, ground/air transportation and retail. Employee counts for the quarter represent the estimated number of people employed as a result of tourism as of June 30, 2002.

Park Usage

The number of people visiting state and nearby national parks.

MONTH	2000	2001	PERCENT CHANGE
July	3,587,194	3,618,730	0.9%
August	3,431,892	3,613,776	5.3%
September	2,814,789	2,640,561	(6.2%)
October	2,382,649	1,883,094	(21.0%)
November	1,553,775	1,424,769	(8.3%)
December	1,237,507	1,045,032	(15.6%)

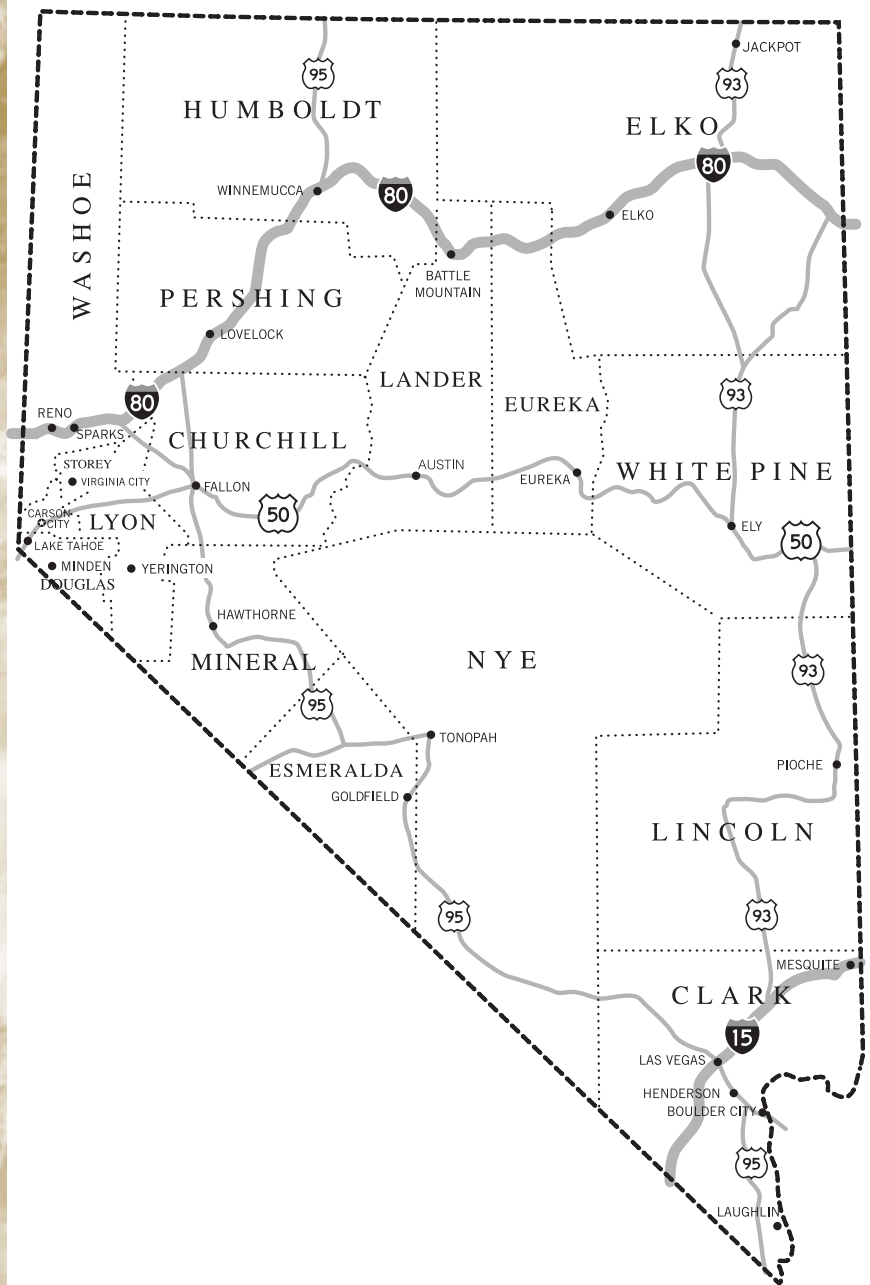
MONTH	2001	2002	PERCENT CHANGE
January	1,243,136	1,175,009	(5.5%)
February	1,255,560	1,267,400	0.9%
March	1,829,034	1,677,678	(8.3%)
April	2,359,052	2,291,663	(2.9%)
May	2,707,159	2,518,586	(7.0%)
June	3,143,777	2,905,172	(7.6%)
TOTAL	27,545,524	26,061,470	(5.4%)

Second Quarter 2002 Area Highlights

AREA	2001	2002	PERCENT CHANGE
Nevada State Parks	1,092,243	1,070,641	(2.0%)
Great Basin Nat. Park	25,783	28,637	11.1%
Lake Mead Nat. Rec. Area	2,614,938	2,313,652	(11.5%)
Hoover Dam Visitor Center	359,129	248,458*	(30.8%)
Red Rock Canyon	182,833	194,856	6.6%
Grand Canyon Nat. Park	1,432,073	1,344,739	(6.1%)
Zion Nat. Park	757,192	915,203	20.9%
Bryce Canyon Nat. Park	498,573	438,805	(12.0%)
Death Valley Nat. Park	260,818	208,967	(19.9%)
Yosemite Nat. Park	986,406	951,463	(3.5%)
TOTAL (All Parks)	8,209,988	7,715,421	(6.0%)

*Hoover Dam was open with limited public access in select areas after September 11, 2001.

Nevada State Map



Information Sources

Carson City Convention & Visitors Bureau

1900 South Carson St., Suite 100
Carson City, NV 89701
775-687-7410 • Fax: 775-687-7416
www.carson-city.org

Carson Valley Chamber of Commerce

1513 U.S. Hwy 395 North
Gardnerville, NV 89410
775-782-8144 • 800-727-7677
Fax: 775-782-1025 • www.carsonvalleynv.org

Elko Convention & Visitors Authority

700 Moren Way, Elko, NV 89801
775-738-4091 • 800-248-3556
Fax: 775-738-2420 • www.elkocva.com

Elko Regional Airport

975 Terminal Way, Elko, NV 89801
775-777-7190 • Fax: 775-777-7193
www.elkocity.com

Ely Bristlecone Convention Center

150 Sixth St., P.O. Box 958, Ely, NV 89301
775-289-3720 • 800-490-9350
Fax: 775-289-6757 • www.elynevada.net

Fallon Convention Center

100 Campus Way, Fallon, NV 89406
775-423-4556 • 800-874-0903;
Fax: 775-423-8926 • www.fallontourism.com

Hawthorne Convention Center

932 E St., P.O. Box 2281
Hawthorne, NV 89415
775-945-5854 • Fax: 775-945-3826
www.mineralcountynevadachamber.org

Henderson Convention Center & Visitors Bureau

200 S. Water St., Henderson, NV 89015
702-565-2171 • Fax: 702-565-2177
www.cityofhenderson.com/convention

Lake Tahoe Visitors Authority

1156 Ski Run Blvd., South Lake Tahoe, CA 96150
530-544-5050 • 800-AT-TAHOE
Fax: 530-544-2386 • www.virtuallake Tahoe.com

Las Vegas Convention & Visitors Authority

3150 Paradise Rd., Las Vegas, NV 89109-9096
702-892-0711 • 800-332-5333 (U.S.)
800-233-5836 (Canada) • Fax: 702-892-2824
www.vegasfreedom.com

McCarran International Airport

P.O. Box 11005, Las Vegas, NV 89111-1005
702-261-5211 • 800-261-5704;
Fax: 702-597-9553 • www.mccarran.com

National Park Service

1849 C Street NW, Washington, DC 20240
202-208-6843 • www.nps.gov/grba

Nevada Department of Transportation

1263 S. Stewart St., Carson City, NV 89712
775-888-7000 • Fax: 775-888-7201
www.nevadadot.com

Nevada Division of State Parks

1300 S. Curry St., Carson City, NV 89703
775-687-4384 • www.state.nv.us/stparks/

Nevada Department of Employment Training, and Rehabilitation

1929 N. Carson St., Carson City, NV 89703
775-684-3909 • www.detr.state.nv.us/es/es_index.htm

Nevada Gaming Control Board

1919 E. College Pkwy., Carson City, NV 89706
775-687-6500 • www.gaming.state.nv.us/

Pershing County Community Center

820 Sixth St., P.O. Box 986, Lovelock, NV 89419
775-273-7144 • 888-273-3200
Fax: 775-273-7647 • www.pershingnv.com

Reno-Sparks Convention & Visitors Authority

4590 S. Virginia St., Reno, NV 89504
775-827-RENO • 800-FOR-RENO
Fax: 775-827-7746 • www.renolaketahoe.com

Reno/Tahoe International Airport

2001 E. Plumb Lane, Reno, NV 89502
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Tahoe-Douglas Chamber of Commerce

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Stateline, NV 89449
775-588-4591 • Fax: 775-588-4598
www.tahoechamber.org

Tonopah Convention Center

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Tonopah, NV 89049
775-482-3558 • Fax: 775-482-3932
www.tonopahnevada.com

Wendover Area Chamber of Commerce & Tourism

735 Wendover Blvd., P.O. Box 2468
Wendover, NV 89883
775-664-3414 • 800-426-6862
Fax: 775-664-3414 • www.westwendovercity.com

Winnemucca Convention & Visitors Bureau

50 W. Winnemucca Blvd., Winnemucca, NV 89445
775-623-5071 • 800-962-2638
Fax: 775-623-5087 • www.winnemucca.org